The Fifth Estate

Broadcasting May 21

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ASCAP MUSIC AVERAGED 68.7% OF THE TOP POP CHARTS FOR 1983.

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Who Makes What in the Free Enterprise System

Vol. 106 No. 21

Broadcasting May 21

Politicians feud over House TV coverage
A look at the top moneymakers in the Fifth Estate
A closeup of MPAA's Jack Valenti

HOUSE SIDESHOW □ Political battle of words heats up over camera use in televised House coverage. **PAGE 35.**

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Keeping up with the Dillers

That's the current standard of affluence among the hired hands at public companies involved in broadcasting, show business, cable and others of the allied arts; they're staying ahead of inflation

In 1983, the Fifth Estate boasted four executives whose salaries topped one million dollars a year. (Barry Diller, president of Gulf + Western's entertainment and communications group, headed that elite at $1,666,136). Another 44 officers earned at least half a million dollars, while the median cash compensation of 174 executives surveyed by BROADCASTING was $339,500. For the 57 executives who held the same posts five years ago, the increase in their cash compensation over that period averaged about 75%.

Those are just some of the findings of a BROADCASTING survey of contemporary executive compensation. The data was culled from the proxy statements (and in some cases 10K financial reports) of over 60 publicly traded companies taken from BROADCASTING's stock index.

Sometimes that text can provide interesting stories about the way corporations pay their executives. For example, MCA's proxy notes that in 1983 "the company agreed to expend approximately $450,000 for the construction of a conference and meeting room, with appropriate furnishings, fixtures and equipment... at Mr. [Sid] Sheinberg's residence in Beverly Hills, Calif." The paragraph goes on to explain that the room will actually be owned by MCA and describes how the company should be reimbursed should Sheinberg—MCA's president and chief operating officer—want to purchase the room, leave the company or sell the house.

Most of the text in a proxy statement that follows the list of the five highest paid executives (the only officers whose compensation must be reported) is devoted to in-depth explanations of special employment agreements with executive officers, retirement benefits and stock options. Stock options granted an executive over a period of years can often be sold all at once.

The exercise of stock options, usually done only intermittently, has not been included in the BROADCASTING survey, which contains cash compensation, primarily salaries and bonuses. Often bonuses are deferred or translated into stock or other noncash compensation.

Three top officers who exercized their options were Capital Cities Communications executives Thomas S. Murphy, Daniel B. Burke and Joseph P. Dougherty, who took advantage of the continued strong showing of their company's stock during calendar 1983. When Murphy, chairman of the board and chief executive officer, sold his stock, he received $5,603,437 more than it was worth when he obtained it. For Burke, president and chief operating officer, the gain was $3,894,469, and for Dougherty, executive vice president and president of the broadcasting division, the increase was $2,156,450.

Bonuses, based on overall company performance or improvement in a group within a company, can explain big differences among officers, or between the compensation received from one year to another. As an example, the proxy statement for CBS shows that the top-paid executive at CBS was not the chairman, president and chief executive officer, Thomas H. Wyman (at $856,308), but rather Walter R. Yetnikoff, vice president and president of the CBS/Records Group, who received $1,049,577. Of Yetnikoff's cash compensation, $321,577 was salary, and $728,000 was a bonus, "based upon pre-tax profits for a contract year of the CBS/Records Group"—read Michael Jackson's "Thriller."

Another striking example of how a bonus plan, based on a company's performance, can affect compensation is Steven J. Ross, Warner Communications Inc. chairman and chief executive officer. Ross, whose salary has remained the same for the past five years, saw his total compensation plunge from $3,865,809 in 1979 to $350,000 in 1983, reflecting poor performance by the company's Atari video game unit which contributed to Warner's $418,803,000 net loss that year.

A very few companies have not yet released proxy statements for 1983, including Metromedia. (In 1982, however, Chairman John Kluge earned $973,562; George Duncan, senior vice president, operations, $421,667; Stuart Subotnick, senior vice president, finance/treasurer, $434,432; Robert M. Bennett, senior vice president, TV broadcasting and production, $311,950, and Ross Barrett, senior vice president, $222,357.)

Salaries of executives who retired near or at the end of 1983 have been included. They include Elton Rule, former vice chairman of the board of ABC, and Clifford M. Kirtland Jr., former chairman, Cox Communications Inc. □

Payday pacesetters of the Fifth Estate

The following is BROADCASTING's compilation of total 1983 compensation to executives at publicly traded companies in the Fifth Estate. The list is restricted to those receiving top compensation at each company as reported in 10-K filings with the Securities and Exchange Commission. Also, for those who held the same position five years ago, 1979 compensation and the percent change is given.

	1983 earnings	1979 earnings	% change
Barry Diller *(President, Gulf + Western entertainment/communications group)*	$1,666,136		
Arthur C. Nielsen Jr. *(Chairman/CEO, A. C. Nielsen Co.)*	1,166,314	$492,014	+137.05
John F. Welch Jr. *(Chairman/CEO, General Electric Co.)*	1,158,156		
Allen H. Neuharth *(Chairman/CEO, Gannett)*	1,137,500		
R. E. Kirby *(Chairman/CEO, Westinghouse Electric)*	959,484	541,660	+77.14
Marvin Josephson *(Chairman, Josephson International Inc.)*	924,000		
Frank Rothman *(Chairman/CEO, MGM/UA)*	898,358		
Frank G. Hickey *(Chairman/president/CEO, General Instrument)*	864,425	451,661	+91.39
Leonard H. Goldenson *(Chairman, American Broadcasting Companies Inc.)*	863,230	750,000	+15.10
Thomas Wyman *(Chairman/president/CEO, CBS Inc.)*	856,308		
Edward E. Hood Jr. *(Vice chairman/executive officer, General Electric Co.)*	829,250		
John F. Burlingame *(Vice chairman/executive officer, General Electric Co.)*	829,250		
Thornton F. Bradshaw *(President/COO, RCA Corp.)*	826,000		
N. Eugene Harden *(President/COO, A. C. Nielsen Co.)*	812,129	326,648	+148.63
Arthur Ochs Sulzberger *(Chairman/CEO/publisher, New York Times Co.)*	779,381		
Elton H. Rule *(Vice chairman, American Broadcasting Companies Inc.)*	775,327		
D. D. Danforth *(Vice chairman/COO, Westinghouse Electric)*	734,996	422,494	+73.97
Frederick S. Pierce *(President, American Broadcasting Companies Inc.)*	734,846		

	1983 earnings	1979 earnings	% change
Colby Chandler *(Chairman/CEO, Eastman Kodak [since July 1])*	729,004	383,021	+90.33
J. Richard Munro *(President/CEO, Time Inc.)*	720,027		
William J. Weisz *(Vice chairman/COO, Motorola)*	708,000	453,200	+56.22
Otis Chandler *(Chairman/editor-in-chief, Times Mirror Co.)*	674,136		
Robert F. Erburu *(President/CEO, Times Mirror Co.)*	674,136		
Lewis W. Lehr *(Chairman/CEO, 3M)*	653,060		
J. A. Boyd *(Chairman/CEO, Harris Corp.)*	650,843	452,084	+43.97
Merv Adelson *(Chairman, Lorimar)*	650,000		
Lee Rich *(President, Lorimar)*	650,000		
Donald Pels *(Chairman, LIN Broadcasting Corp.)*	610,000	390,000	+56.41
Gene Jankowski *(VP, CBS Inc. and president, CBS/Broadcast Group)*	600,058	363,309	+65.16
Walter Fallon *(Chairman/CEO, Eastman Kodak [until July 1])*	596,391	558,389	+6.81
A.H. Chapman Jr. *(Chairman/CEO, Knight-Ridder)*	594,500		
John F. Mitchell *(President/assistant COO, Motorola)*	586,000	356,400	+64.42
Martin S. Davis *(Vice chairman/CEO, Gulf + Western)*	584,699		
Herbert J. Siegel *(Chairman/CEO, Chris-Craft)*	581,772	339,535	+71.34
Walter E. Mattson *(President/COO, New York Times)*	574,924		
Robert G. Marbut *(President/CEO, Harte-Hanks Communications)*	562,088	367,650	+52.89
Don Johnston *(Chairman/CEO, JWT Group)*	561,500	300,000	+87.17
Allen Rosenshine *(Chairman/CEO, BBDO Inc.)*	558,125		
T. J. Murrin *(President, energy/advanced technology group, Westinghouse Electric)*	554,166	348,750	+58.90
Robert W. Galvin *(Chairman/CEO, Motorola)*	550,000	125,000	+340.00
Warren Phillips *(Chairman/CEO, Dow Jones & Co.)*	549,680	339,532	+61.89
Gerald M. Levin *(Executive VP, Time Inc.)*	527,150		
Robert R. Frederick *(President/COO, RCA Corp.)*	525,000		
Katharine Graham *(Chairman, Washington Post Co.)*	514,344	371,700	+38.38
J. C. Marous *(President, industries/international group, Westinghouse Electric)*	511,249		
William A. Schwartz *(President/CEO, Cox Communications)*	510,000		
Sydney Jay Sheinberg *(President/COO/executive committee member, MCA Inc.)*	500,000	330,000	+51.52
O. Wayne Rollins *(Chairman, Rollins Inc.)*	500,000		
L. W. Yochum *(Senior executive VP, finance, Westinghouse Electric)*	493,327		
Joseph L. Dionne *(President/CEO, McGraw-Hill)*	491,304		
Douglas H. McCorkindale *(Vice chairman/chief financial officer, Gannett)*	490,000		
N. J. Nicholas Jr. *(Executive VP/chief financial officer, Time Inc.)*	488,900		
Stanton R. Cook *(President/CEO, Tribune Co.)*	488,543		
Robert A. Burnett *(President/CEO, Meredith Corp.)*	487,525	293,320	+66.21
Joseph V. Charyk *(President/CEO, Comsat)*	485,769		
Thomas S. Murphy *(Chairman/CEO, Capital Cities Communications)*	430,000	345,000	+39.13
Roy H. Park *(Chairman/president/CEO, Park Communications)*	475,313		
Ralph Baruch *(Chairman, Viacom International)*	475,000	250,000	+90.00
Richard D. Simmons *(President, Washington Post Co.)*	473,469		
Alan S. Donnahoe *(Vice chairman/CEO, Media General Inc.)*	460,000		
J. T. Hartley *(President/COO, Harris Corp.)*	459,739		
Toy Reid *(Executive VP, Eastman Kodak)*	458,382		
James A. Thwaits *(President, international operations/corporate staff services, 3M)*	458,200		
Daniel B. Burke *(President/COO, Capital Cities Communications)*	455,000	319,000	+42.63
Thomas Clark *(President/COO, BBDO Inc.)*	450,725		
Larry D. Franklin *(Executive VP, Harte-Hanks Communications)*	449,269		
Richard W. Miller *(Executive VP/chief financial officer, RCA)*	447,500		
James M. Moroney Jr. *(President/CEO, A.H. Belo)*	445,200		
Denis Lanigan *(Vice chairman/COO, JWT Group)*	431,500		
E. Cardon Walker *(Chairman, Walt Disney Productions)*	430,658		
Terrence Elkes *(President, Viacom)*	426,154	200,000	+113.08
Joel Chaseman *(President, Post-Newsweek Stations)*	421,987	293,386	+43.83
Charles S. Mechem Jr. *(Chairman/CEO, Taft Broadcasting)*	409,901	204,244	+100.69
Jack W. Fritz *(President/CEO, John Blair & Co.)*	406,492	220,000	+84.77
Ray Shaw *(President/COO, Dow Jones & Co.)*	401,322	231,156	+73.62
R. Randall Rollins *(President, Rollins Inc.)*	400,000	200,000	+100.00
Milton Maltz *(Chairman/CEO, Malrite Communications Group Inc.)*	400,000		
Neil Austrian *(President/CEO, Doyle Dane Bernbach, last week named chairman/CEO of Showtime/The Movie Channel [see page 37])*	380,288	217,500	+74.85
Lloyd G. Schermer *(President, Lee Enterprises)*	373,150	215,436	+73.21
Norman W. Brown *(President/CEO, Foote, Cone & Belding)*	372,500		
Lawrence R. Barnett *(Executive VP, Chris-Craft)*	371,705	195,528	+90.10
Ted Turner *(Chairman/president, Turner Broadcasting)*	366,700	287,000	+27.77

	1983 earnings	1979 earnings	% change
John W. Goddard *(Senior VP, Viacom International and president, Viacom Cable)*	366,489		
Clifford M. Kirtland *(Chairman, Cox Communications)*	357,750		
Jerry K. Pearlman *(President/CEO, Zenith Electronics Corp.)*	350,250	141,100	+148.23
Steven J. Ross *(Chairman/CEO, Warner Communications)*	350,000	3,865,809	-90.95
James K. Batten *(President, Knight-Ridder)*	339,500		
Walter C. Fisher *(Chairman, Zenith Electronics Corp.)*	333,000		
Ward L. Huey Jr. *(CEO, Belo Broadcasting Corp.)*	331,027		
Joseph P. Dougherty *(Executive VP, Capital Cities Communications)*	330,000	225,000	+46.67
Everitt A. Carter *(Chairman/CEO, Oak Industries)*	324,665	227,083	+42.97
Karl H. Horn *(Executive VP/group executive, Zenith Electronics Corp.)*	323,833	175,050	+84.99
Frank Yablans *(Vice chairman/COO, MGM/UA)*	322,193		
Peter Storer *(Chairman/CEO, Storer Communications Inc.)*	320,000		
Earl Wantland *(President/CEO, Tektronix)*	319,605	158,605	+101.51
Kenneth F. Gorman *(Executive VP, Viacom)*	319,327		
Ronald W. Miller *(President/CEO, Walt Disney Productions)*	315,728		
Wilson C. Wearn *(Chairman/CEO, Multimedia Inc.)*	315,000		
Arthur Krim *(Chairman, Orion Pictures Corp.)*	311,000		
Eric Pleskow *(President, Orion Pictures Corp.)*	311,000		
Irving Goldstein *(President, Comsat)*	310,769		
Allen F. Jacobson *(Executive VP, industrial/consumer sector, 3M)*	310,316		
James S. Evans *(President/COO, Media General Inc.)*	303,336		
John H. Massey *(President, Gulf Broadcasting Co.)*	300,000		
Robert B. Hansen *(Executive VP/group executive, Zenith Electronics Corp.)*	299,833		
Joseph Daily *(Chairman/CEO, Doyle Dane Bernbach)*	294,808	278,365	+5.91
James E. Conley *(President, Meredith Broadcasting)*	294,552	185,741	+58.58
Sid Topol *(Chairman/CEO, Scientific-Atlanta)*	289,284	157,231	+83.99
Harry B. Smart *(Chairman/CEO, Blair Television)*	286,086	145,000	+97.30
Bob Magness *(Chairman, Tele-Communications Inc.)*	280,000	92,000	+204.35
John C. Malone *(President, Tele-Communications Inc.)*	280,000	91,500	+206.01
John E. O'Toole *(Chairman, Foote, Cone & Belding)*	280,000	252,117	+11.05
Terry Lee *(President/COO, Storer Communications Inc.)*	280,000		
Dudley S. Taft *(President, Taft Broadcasting)*	279,491	140,985	+98.24
Marvin G. Schorr *(Chairman/president, Tech-Operations Inc.)*	279,250		
William Walker *(Executive VP/COO, Tektronix)*	278,873		
Carl E. Hirsch *(President/COO, Malrite Communications)*	274,038		
Robert W. Decherd *(Executive VP, A.H. Belo Corp.)*	272,600		
John J. Lynch *(President/CEO, Adams-Russell)*	271,929		
William O. Taylor *(Chairman/CEO, Affiliated Publications)*	269,278		
A.J. Gillen *(Senior VP, member of executive committee, Knight-Ridder)*	260,114		
Walter E. Bartlett *(President/COO, Multimedia Broadcasting)*	253,210		
James Hoak *(President/CEO, Heritage Communications)*	252,135		
Richard T. DiBona *(Chairman/president/CEO, M/A-COM Inc.)*	250,000		
Gene Schneider *(Chairman/CEO, United Cable TV)*	245,416		
Richard S. Bodman *(President, Satellite Television Corp.)*	240,000		
George M. Acker *(Chairman, Cable TV Industries)*	240,000		
David R. Van Valkenburg *(President, Cox Cable Communications)*	236,660		
Samuel J. Phillips *(Chairman, Acton Corp.)*	235,318		
Ro D. Grignon *(Executive VP, TV, Taft Broadcasting)*	232,319		
E. Blake Byrne *(Group VP, TV, LIN Broadcasting)*	230,000		
Carl N. Pehlke *(Chairman/president, Texscan)*	227,186		
James A. Luksch *(Executive VP/secretary/COO, Texscan)*	227,186		
John P. Giuggio *(President/COO, Affiliated Publications)*	221,267		
Leon Weissman *(Vice Chairman, Chyron)*	214,000	72,550	+194.97
Raymond W. Peirce *(President/COO, Oak Industries)*	213,264	146,643	+45.43
Ralph Roberts *(President, Comcast)*	209,586	117,100	+78.98
William G. Moll *(President, broadcasting/entertainment, Harte-Hanks)*	205,977		
James S. Cownie *(Executive VP, Heritage Communications)*	204,585		
Carl J. Wagner *(Executive VP, radio, Taft Broadcasting)*	203,148		
Alan Henry *(President, Gulf Broadcast Group)*	200,000		
Richard P. Verne *(Group VP, radio/radio common carrier, LIN Broadcasting)*	200,000		
Richard B. Belkin *(VP, broadcasting/corporate planning, Lee Enterprises)*	199,220		
Walter C. Fisher *(Chairman, Zenith Electronics Corp.)*	188,300		
Frank A. Brand *(Executive VP/COO, M/A-COM Inc.)*	186,875		
W. Hayne Hipp *(President/CEO, Liberty Corp.)*	184,667		
Frank A. Astrologes *(Executive VP/chief financial officer, Oak Industries)*	183,498	115,000	+59.56
George M. Phillips *(President, Acton Corp.)*	182,292		

	1983 earnings	1979 earnings	% change
Willem Velsink *(Group VP, Tektronix)*	*180,867*		
Michael J. Solomon *(Chairman/CEO, Telepictures)*	*170,000*		
Jack R. Kelly Jr. *(Executive VP/director, Scientific-Atlanta)*	*165,855*	*110,000*	*-50.77*
John H. Levergood *(President/COO, Scientific-Atlanta)*	*163,759*		
Thomas F. Burke *(Executive VP/treasurer, M/A-COM)*	*163,750*		
Lawrence Sutter *(Group VP, Tektronix)*	*155,947*		
Joseph L. Scheuer *(President, Chyron)*	*155,843*	*68,488*	*+127.55*
John Landis *(VP, Tektronix)*	*139,995*		
Harry Topliss Jr. *(Senior VP, finance/treasurer, Scientific-Atlanta)*	*139,964*		
Mark A. Engler *(President, Cable TV Industries)*	*130,000*		
Philip B. Arenson *(President/CEO, Orrox Corp.)*	*125,000*		
Jack N. Berkman *(Chairman/CEO, Associated Communications Corp.)*	*125,000*		
Julian Brodsky *(Senior VP/treasurer, Comcast)*	*123,300*	*68,300*	*+80.53*
David A. Eggers *(Secretary/general counsel, Scientific-Atlanta)*	*107,290*		
Robert Price *(President/CEO, Price Communications Corp.)*	*102,000*		
James R. Palmer *(Chairman/CEO, C-COR Electronics)*	*93,000*		
Robert J. Palle *(VP, Texscan)*	*90,180*		
Fred Vierra *(President/COO, United Cable TV)*	*88,527*		
Edgardo Carballo *(VP, Texscan)*	*82,751*		
James H. Gross *(President/treasurer, Gross Telecasting Inc.)*	*81,951*		
Donald L. Perris *(President, Scripps-Howard Broadcasting Co.)*	*80,849*	*182,720*	*-55.75*
Macon G. Patton *(Chairman, Cosmos Broadcasting/CEO, Cosmos/Liberty Corp.)*	*70,052*		
Stuart L. Dance *(VP, sales and marketing, C-COR Electronics)*	*67,590*		
J. Joseph Howe *(Senior VP, finance and treasurer, C-COR Electronics)*	*65,154*		
Allan J. Behr *(Executive VP, Orrox Corp.)*	*65,000*		
Thomas J. Bonomo *(President, Orion Broadcast Group)*	*60,675*		

Solution evolving to Canadian copyright problem

Delegations from U.S and northern neighbor meet in Ontario; Canada is moving toward providing payment for American TV signals retransmitted to cable systems; Mobilsat and ITU preparations also discussed

Canada appears to be moving, though at a measured pace, toward resolution of a problem with the U.S. that is a byproduct of communications satellite technology. Cancom—Canadian Satellite Communications Inc.—picks up signals of ABC, CBS, NBC and PBS and transmits them, for a fee, to cable systems in the sparsely settled areas of northern Canada, without paying a copyright fee. Canadian law does not require it. Aggravating the problem for the U.S. is that Cancom is considering transmitting the programs to American stations in Alaska, where transmission of network programs is delayed one day. But Canada is now looking down the road to the possibility of legislation that would assure the U.S. networks of copyright payments.

U.S. and Canadian officials discussed the copyright matter in Niagara on the Lake, Ont., last week, in the third in a series of meetings—stretching back over four years—on communications issues of mutual concern. For two days, the delegations covered a lengthy agenda. The U.S. delegation was headed by FCC Chairman Mark Fowler and included Diana Lady Dougan, State Department Coordinator for International Communication and Information, and David Markey, head of the National Telecommunications and Information Administration. The Canadian delegation was headed by the deputy minister of the Communications Department, Robert Rabinovitch.

The prospect that Canada would move toward a modification of its copyright law in an effort to meet American objections was indicted in a white paper the Canadian government submitted to the House of Commons on May 2. It expressed support for copyright protection of all primary transmissions, including pay television. As for whether programs retransmitted by cable television are entitled to copyright protection, the paper invited public comment, and said the Parliamentary Committee on Communications and Culture, with which the comments are to be filed, will hold hearings at a later time. Although the paper does not indicate the government's position, if any, on the issue, Canadian sources say it is unlikely the government would open the question to public debate if it did not intend to support such a proposal.

In Washington, a similar view is held. First, said one official, "they think it is a matter of fairness." He noted that U.S. law requires protection of Canadian copyright holders. But he also said that the U.S. is gaining some leverage, as Canadian producers find an increasingly lucrative market in the U.S: "We might take away the protection we now give the Canadians."

That was not the only item on the agenda involving transborder service. Another was the implementation—or lack thereof—of the exchange of letters between the governments of the two countries in 1982 providing for satellite transmission of business services between the U.S. and Canada. Thus far, the first operating agreement between the satellite carriers of the two countries remains to be negotiated. Discussions with members of both delegations indicated there was some confusion on the issue. One of the Americans said, "We were exploring the difficulties in reaching an agreement that would allow the service to begin." What are the difficulties? "It is not clear what the problem is," he said.

One of the major items on the agenda involved Canada's substantial interest in Mobilsat, a communications satellite that would be used to provide telephone service in remote areas. U.S. cooperation on the project is required, perhaps even on a joint-venture basis.

The FCC is expected to issue a notice of proposed rulemaking on the matter in the fall. One problem for the U.S. is that the service would operate in the 800 mhz band, which is regarded as a prime area of the spectrum. Terrestrial services now operate in it.

In other matters, the two sides discussed means of expediting Canadian type acceptance of American equipment—a slow process in Canada—and preparations the two countries have been making for International Telecommunication Union conferences on shortwave broadcasting and space services. In addition, Fowler briefed the Canadians on the deregulatory path the U.S. has been taking in telecommunications matters.

The increasing number of economic issues being discussed at the Niagara on the Lake meetings led to the suggstion that a second group be created. One would deal with purely economic matters, the other with trade and related issues. □

He will be followed by Raymond Timothy, who will outline the convention schedule, and then hand over the podium to Mapes, who will deliver a "state of the network" address.

The rest of Monday morning will be taken up with presentations by NBC News, daytime, late night, sports and children's departments. Brandon Tartikoff, president, NBC Entertainment, will report on late night programing, while Steve Sohmer, senior vice president, NBC Entertainment, will announce the new NBC daytime and children's programing lineup. He will be assisted by Brian Foss, vice president, daytime programs, and Phyllis Tucker Vinson, vice president, children's programs, both at NBC Entertainment.

Arthur Watson, president of NBC Sports, and Grossman will detail developments and upcoming events in their respective areas. The morning will close with a panel discussion by NBC News correspondents.

Monday afternoon is given over to a closed meeting with affiliates.

The prime time lineup will be presented Tuesday morning by Tartikoff. Afterward, Sohmer will preview the network's new promotion and advertising plans.

Mapes said the affiliates will also be briefed on two upcoming changes in NBC's daytime schedule. The first is the launching of a new daytime serial, *Santa Barbara*, scheduled to be introduced July 30 in the 3-4 p.m. slot. The second will be the introduction of a new half-hour game show, *Scrabble*, based on the board game of the same name, at 11:30 a.m., starting the first week of July. Mapes added that NBC probably will also schedule reruns this summer of at least one network comedy on the daytime schedule—as it traditionally does—in order "to pick up the kid audiences" that don't get to view the show during its regular-season run.

The NBC affiliates are an intensely loyal group—few express sharp criticism of their network, although many express a frustration with repeatedly being third in the overall ratings season after season. Not one of the affiliates canvassed said they knew of an NBC station that was ready to hand back its affiliation agreement. But the mood among affiliates, while optimistic, does not have the same elation it did this time last year. That might be because, in the words of one affiliate: "We're impatient. It's been a long time."

Satellite 'Exclusives.' Dr. Benjamin Spock, pediatrician, best-selling author and social activist, was at the Washington studios of the Local Program Network May 14 as the first of several prominent figures to be interviewed by teams of local station anchors live via satellite on the Local Program Network's series, *One-On-One Exclusives*. The interviews were carried by 13 of the 23 LPN members and five stations taking the feed on a trial basis. LPN is a consortium of stations that exchange locally produced news stories via Westar IV. Subscribing stations may carry the one-hour program live or tape it for later airing. Others scheduled to be interviewed for the series include Defense Secretary Caspar Weinberger and New York Mayor Ed Koch.

ABC makes its four in a row; 'V' puts NBC in second

Helped by the final two episodes of its mini-series *V*, NBC beat CBS for the second time in the past four weeks. But the Nielsen prime time honors for the week ended May 13 went to ABC for the fourth consecutive week of the rerun season, delivering it an average 16.2 rating and 27 share compared to NBC's 15.3/26 and CBS's 14/24.

Only two regular series appeared in the top-five rated shows of the week—*Dynasty* and *Dallas*—while *60 Minutes*, usually in the top 10, slipped to 19th and turned in its worst performance of the season with a 15.2/32.

ABC won Wednesday, Saturday and Sunday nights, while NBC led on Monday and Tuesday. CBS's only nightly win was Thursday. ABC came in second on Tuesday, Thursday and Friday, while CBS landed in second place on Monday and Saturday, and NBC on Wednesday and Sunday.

Four of the top 10 shows belonged to NBC and four belonged to ABC. CBS claimed two. Highlights of the week, night by night:

■ NBC was the overwhelming leader Monday night, winning by 8.4 rating points over runner up CBS. NBC won each period of the night, with the second episode of *V* delivering 25.8/38, the second-highest rated show of the week. ABC and CBS finished in a virtual dead heat, with CBS winning the 8-9 p.m. period and taking 9-11 with the second episode of its mini-series, *The Last Day of Pompeii*.

■ NBC again took Tuesday with a strong *A Team* lead-in to the final episode of *V*. ABC kept CBS in third place with a special one-hour episode of *Happy Days* at 8 p.m. and the final episode of *The Last Days of Pompeii* from 9 to 11 p.m.

■ All three networks got off to a late ratings start Wednesday night because of President Ronald Reagan's televised address. But ABC won the night based on its regular lineup and CBS came in third. The *CBS Wednesday Night Movie*, "Cowboy," averaged a 10.7/17 against NBC's 13 average rating of 13 for *Real People*, *Facts of Life* and *St. Elsewhere*.

■ CBS roared back to life Thursday night, principally on the strength of a repeat of a two-hour *Magnum, P.I.* movie, which averaged 16.8/29 and ranked 45th for the week. NBC won the 10 to 11 p.m. period, with an original episode of *Hill Street Blues*.

■ CBS took Friday by sweeping the 9 to 11 p.m. period with *Dallas* and *Falcon Crest*. But ABC took the 8 to 9 p.m. period with repeats of *Benson* and *Webster* against a *Disney Mother's Day Special* on CBS and *Master* on NBC.

■ ABC won Saturday night with its regular lineup, and a repeat of the *CBS Saturday Night Movie*, "Hooper," was enough to overpower NBC's regular lineup and deliver that network into second place.

■ It was the ABC made-for-television movie, *The Dollmaker*, starring Jane Fonda, that delivered that network into first place Sunday night with an average 19.5 rating. *Knight Rider* and a made-for-television movie on NBC, *Family Secrets*, were enough to squeak it into second place for the night, beating CBS's regular lineup by 0.3 rating points.

Rank	Show	Network	Rating/Share
1.	V: Final Battle, Part III	NBC	28.0/42
2.	V: The Final Battle, Part II	NBC	25.8/38
3.	Dynasty	ABC	25.7/38
4.	Dallas	CBS	24.4/43
5.	The Dollmaker	ABC	22.7/38
6.	Falcon Crest	CBS	22.5/39
7.	A Team	NBC	21.6/33
8.	Hotel	ABC	20.7/33
9.	TV's Bloopers, Practical Jokes	NBC	19.6/31
10.	Happy Days	ABC	19.0/29
11.	Hill Street Blues	NBC	17.0/28
12.	Magnum P.I.	CBS	16.8/29
13.	Last Days of Pompeii, Part III	ABC	16.7/24
14.	Simon & Simon	CBS	16.6/28
15.	Last Days of Pompeii, Part II	ABC	16.6/24
16.	Family Secrets	NBC	16.6/25
17.	Cagney & Lacey	CBS	16.6/23
18.	Scarecrow & Mrs. King	CBS	15.4/24
19.	60 Minutes	CBS	15.2/32
20.	Love Boat	ABC	15.2/29
21.	Kate & Allie	CBS	15.1/21
22.	Where Are They Now?	ABC	15.0/24
23.	Pat Day	ABC	14.9/25
24.	Newhart	CBS	14.8/21
25.	Fantasy Island	ABC	14.3/28
26.	TV's Game Show Moments	ABC	14.2/26
27.	20/20	ABC	14.1/24
28.	Facts of Life	NBC	14.0/21
29.	Knight Rider	NBC	13.7/25
30.	Webster	ABC	13.6/26
31.	Cheers	NBC	13.6/22
32.	A Caribbean Mystery	CBS	13.5/20
33.	Alice	CBS	13.4/21
34.	Trapper John, M.D.	CBS	12.7/21
35.	Jeffersons	CBS	12.6/20
36.	Real People	NBC	12.5/20
37.	Going Back Home	ABC	12.5/19
38.	St. Elsewhere	NBC	12.3/22
39.	Family Ties	NBC	11.8/21
40.	Benson	ABC	11.8/23
41.	Gimme A Break	NBC	11.5/23
42.	T.J. Hooker	ABC	11.3/23
43.	Matt Houston	ABC	11.3/20
44.	Hooper	CBS	10.7/21
45.	Cowboy	CBS	10.7/17
46.	American Parade	CBS	10.7/16
47.	Bugs Bunny Special	CBS	10.5/22
48.	Disney Special	CBS	10.5/21
49.	Jennifer Slept Here	NBC	10.4/21
50.	Duck Factory	NBC	10.3/17
51.	Blue Thunder	ABC	10.1/18
52.	Mama's Family	NBC	10.0/19
53.	People Are Funny	NBC	9.9/19
54.	Ripley's Believe It Or Not	ABC	9.7/21
55.	Different Strokes	NBC	9.7/20
56.	Master	NBC	9.5/19
57.	Yellow Rose	NBC	9.1/18
58.	AfterMath	CBS	8.3/16
59.	The Omen	NBC	8.2/14
60.	Four Seasons	CBS	7.9/14
61.	Doug Henning's World Of Magic	NBC	5.6/12

*Indicates premiere episode

Ann. May 11.

■ WKDC (1530 khz) Elmhurst, Ill.—Seeks CP to construct new ant. and change TL and SL. Ann. May 14.

■ KKNX (1400 khz) Huntsville, Tex.—Seeks CP to make changes in ant. sys. and increase daytime power to 250 w. Ann. May 14.

■ WOGO (1170 khz) Hallie, Wis.—Seeks MP to change main studio SL. Requests waiver of section 73.1125 of rules. Ann. May 14.

FM applications

Tendered

■ WOOF-FM (99.7 mhz) Dothan, Ala.—Seeks CP to change TL and change HAAT to 986 ft. App. May 16.

■ KEZQ (10.3 mhz) Jacksonville, Ark.—Seeks mod. of CP to change TL; change HAAT to 439 ft. and make changes in ant. sys. App. May 16.

■ *KRTM (88.9 mhz) Temecula, Calif.—Seeks CP to change TL and SL; change HAAT to 914 ft.; and make changes in ant. sys. Ann. May 11.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Seeks CP to change HAAT to 330 ft. App. May 16.

■ WPLC (106.3 mhz) Marathon, Fla.—Seeks mod. of CP to change TL and change HAAT to 34.8 m. App. May 15.

■ WKLS-FM (96.1 mhz) Atlanta—Seeks CP to change HAAT to 968 ft. and make changes in ant. sys. App. May 15.

■ KDBH-FM (97.7 mhz) Natchitoches, La.—Seeks CP to change HAAT to 328 ft. MEA. Ann. May 11.

■ WKSQ (94.3 mhz) Ellsworth, Me.—Seeks CP to change TL; change ERP to 11.5 kw; change HAAT to 316 meters, and make changes in ant. sys. Ann. May 11.

■ New (107.1 mhz) Cadillac, Mich.—Seeks mod. of CP to change TL and change HAAT to 300 ft. App. May 15.

■ KEXL (106.7 mhz) Norfolk, Neb.—Seeks CP to change HAAT to 1,025 ft. App. May 15.

■ WHOH (106.3 mhz) Cadiz, Ohio—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. May 15.

■ WZPR (100.3 mhz) Meadville, Pa.—Seeks CP to change ERP to 33.4 kw and change HAAT to 588 ft. App. May 15.

■ WLCQ (98.3 mhz) Clarksville, Va.—Seeks CP to increase HAAT to 300 ft. Ann. May 11.

■ WLDY-FM (92.7 mhz) Ladysmith, Wis.—Seeks mod. of CP to change HAAT to 391 ft. and change ERP to 1.7 kw. App. May 15.

Accepted

■ KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change ERP to 100 kw and HAAT to 1,763 ft. Ann. May 14.

■ KEKB (99.9 mhz) Fruita, Colo.—Seeks mod. of CP to change ERP to 79.4 kw. App. May 16.

■ WUFF-FM (92.1 mhz) Eastman, Ga.—Seeks CP to change ERP to 2.4 kw. App. May 16.

■ WNAP (93.1 mhz) Indianapolis—Seeks CP to change ant. from DA to non-DA. Ann. May 14.

■ KPNY (102.1 mhz) Alliance, Neb.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 159.1 meters. Ann. May 14.

■ KGAR (106.3 mhz) Mercedes, Tex.—Seeks mod. of CP to change ERP to .48 kw and change HAAT to 196.9 m. App. May 16.

TV application

Tendered

■ WOAC (ch. 67) Canton, Ohio—Seeks CP for maj. chg. to change ERP to 1,230 kw vis.; 123 kw aur.; change HAAT to 860 ft. and change TL. App. May 15

AM actions

■ KHOG (1030 khz) Fayetteville, Ark.—Granted app. for CP to change city of license to Farmington, Ark.; change to unlimited by adding night service with 1 kw; change day power to 10 kw; change freq. to 1030 khz and make changes in ant. sys. Action April 11.

■ KVLI (1140 khz) Lake Isabella, Calif.—Granted app. for CP to increase powr to 1 kw. Action May 10.

■ WPLK (1220 khz) Rockmart, Ga.—Granted app. for MP to make change in ant. sys. and increase height of tower. Action May 4.

■ KAPB (1370 khz) Marksville, La.—Granted app. for CP to increase tower height and decrease radiation. Action May 4.

■ WCAS (740 khz) Cambridge, Mass.—Granted app. for CP to change freq. to 1090 khz and change power to 5 kw. Action May 10.

■ WMYN (1420 khz) Mayodan, N.C.—Granted app. for CP to increase power to 1 kw. Action May 10.

■ KGAK (1330 khz) Gallup, N.M.—Granted app. for MP to augment nighttime pattern. Action May 4.

■ WENY (1230 khz) Elmira, N.Y.—Returned app. for CP to change city of license to Southport, N.Y.; change freq. to 1200 khz; increase night power to 1 kw and day power to 5 kw and make changes in ant. sys. Action May 10.

■ WFAB (1460 khz) Juncos, P.R.—Dismissed app. for CP to increase day and night power to 5kw and change freq. to 770 khz. Action May 10.

■ WIXC (1140 khz) Fayetteville, Tenn.—Granted app. for CP to change city of license and change TL. Action May 10.

■ WBMK (1430 khz) Knoxville, Tenn.—Granted app. to increase power to 5 kw. Action May 11.

■ WNPC (1060 khz) Newport, Tenn.—Returned app. for CP to change freq. to 1180 khz and increase power to 10 kw/2.5 kw. Action May 11.

FM actions

■ *WPKN (89.5 mhz) Bridgeport, Conn.—Granted app. for CP to change ERP to 10 kw and HAAT to 482 ft. Action May 4.

■ *WMNF (88.5 mhz) Tampa, Fla.—Granted app. for mod. of CP to change ERP to 100 kw; change HAAT to 519.25 ft., and change ant. Action May 8.

■ WEAI (100.5 mhz) Jacksonville, Ill.—Granted app. for CP to change ERP to 50 kw and HAAT to 322 ft. Action May 8.

■ WBMP (101.7 mhz) Elwood, Ind.—Returned app. for CP to increase HAAT to 300 ft. and make changes in ant. sys. MEA. Action May 8.

■ WZZQ (107.5 mhz) Terre Haute, Ind.—Granted app. for mod. of CP to change ERP to 27.5 kw. Action May 7.

■ KYYS (102.1 mhz) Kansas City, Mo.—Granted app. for CP to change TL and change HAAT to 1,000 ft. Action May 8.

■ *KGSP (92.3 mhz) Parkville, Mo.—Returned app. for CP to change TL. Action April 30.

■ WSPK (104.7 mhz) Poughkeepsie, N.Y.—Granted app. for CP to change ERP to 7.41 kw. Action May 7.

Summary of broadcasting
as of March 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,192
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,936	166	3,002

* Includes off-air licenses.

■ KWHT (103.5 mhz) Pendleton, Ore.—Granted app. for mod. of CP to change TL and change HAAT to 720 ft. Action May 4.

■ WHYW-FM (96.9 mhz) Braddock, Pa.—Granted app. for CP to change ERP to 44.7 kw; change HAAT to 530 ft., and change TL. Action May 8.

■ WKSZ (100.3 mhz) Media, Pa.—Granted app. for CP to change ERP to 17 kw; change HAAT to 530 ft., and make changes in ant. sys. Action May 8.

■ KXYL-FM (99.3 mhz) Brownwood, Tex.—Granted app. for CP to change ERP to 74 kw; change HAAT to 1,599 ft., and change TPO. Action May 7.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Granted app. for mod. of CP to change ERP to 100 kw and HAAT to 417 ft. Action May 4.

■ KATS (94.5 mhz) Yakima, Wash.—Granted app. for CP to change ERP to 100 kw and replace ant. Action May 7.

TV action

■ WMTW-TV (ch. 8) Poland Springs, Me.—Granted app. to change SL. Action May 9.

Call letters

Applications

Call	Sought by
	New FM's
*KEOM	Mesquite Independent School District, Mesquite, Tex.
WMJA	Hackman Broadcasting, Spencer, Wis.
	New TV's
WOTC	Way of the Cross of Selma Inc., Selma, Ala.
WLOF	Greenfield Television Ltd., Greenfield, Mass.

Grants

Call	Assigned to
	New AM's
KKEN	Kenai Broadcasting Co., Kenai, Alaska
WALY	Patricia L. Powell, Gray, Ky.
WKBH	Big River Broadcasting Co., Holmen, Wis.
	New FM's
WYOB	Beverly Broadcasting Inc., S. Jacksonville, Ill.
KDEP	Robert McVeigh, Durant, Okla.
KGID	Radio Lee County Inc., Giddings, Tex.
	New TV's
*WIUM-TV	West Central Illinois Educational Telecommunications Corp., Macomb, Ill.
WYEO	Dan Mahoney, Superior, Wis.
	Existing AM's
KGRE	KYOU Greeley, Colo.
WLRB	WKAI Macomb, Ill.
WUPY	WMVN Ishpeming, Mich.
WBRB	WWHK Mt. Clemens, Mich.
WAAV	WKLM Leland, N.C.
WBMS	WAAV Wilmington, N.C.
KYCS	KNCI Boerne, Tex.
KCIS	KGDN Edmonds, Wash.
	Existing FM's
KSMT	KLGT Breckenridge, Colo.
KYOU	KGRE Greeley, Colo.
KWXX-FM	KWXX Hilo, Hawaii
KLCE	KBLI-FM Blackfoot, Idaho
WKAI	WKAI-FM Macomb, Ill.
KWOC-FM	WPBM-FM Poplar Bluff, Mo.
	Existing TV's
WJSU-TV	WHMA-TV Anniston, Ala.
WETO	WOQP Greenville, Tenn.